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Comparison of Tenth Market Survey Data of TITL versus Philip Morris Data

The tar data generated by TITL on the Tenth Market Survey dated January 14, 1972, show good agreement with the data published in the Philip Morris CI Report (Graph 1). The nicotine data from TITL are lower than the corresponding data generated by Philip Morris (Graph 2).

The overall average for the 130 brands included in Market Survey #10 for tar and nicotine was as follows:

	<u>Tar, mg/cigt.</u>	<u>Nicotine, mg/cigt.</u>
TITL	17.9	1.20
Philip Morris	18.0	1.27

Again, there is a discrepancy in data between the two laboratories for the low delivery brands (2 to 10 mg tar). TITL tar data are always higher; whereas, the TITL nicotine data are lower than Philip Morris data.

Also, the data generated by TITL regarding the use of sleeves versus dental dam for nonfilter cigarettes will be compared and commented upon in another report.

A complete report will be issued regarding a comparison of TITL, FTC, and Philip Morris data when the Federal Trade Commission data are available.

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